

# HOW TO PREDICT, MEASURE AND OPTIMIZE THE SUCCESS OF YOUR BRAND

Emmanuel Probst

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# Dr. Emmanuel Probst

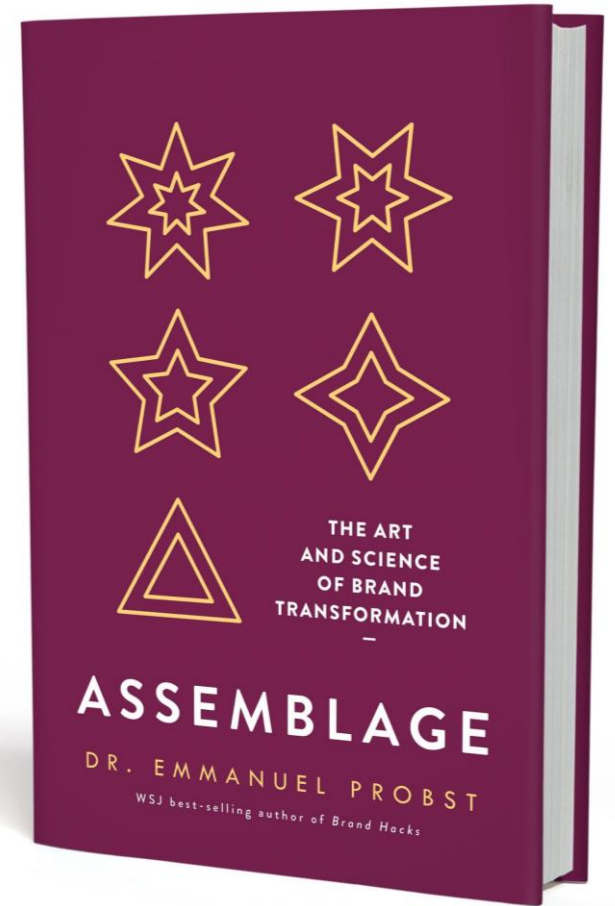
- **Global Lead – Brand Thought Leadership**
- **Adjunct: UCLA**
- **WSJ Best-Selling Author:  
*Brand Hacks and Assemblage***







SCAN ME



A group of people are sitting on a bench, holding shopping bags and using mobile devices. The image is overlaid with a semi-transparent white rectangle containing the text. The background shows people in various outfits, including a black dress, a light blue shirt, a brown top, a colorful patterned top, and a blue and white striped shirt. They are holding shopping bags in white, yellow, and brown. Some are using a green smartphone, and one is using a tablet. The scene is set outdoors on a paved surface.

**Consumers don't  
care about  
[most] brands**



# TODAY, PEOPLE CHALLENGE BRANDS

In a dynamic and changing world, brands don't control the conversation. **People do.**

→ Cadbury backpedaled after initiatives **backfired** at people's reactions.



→ Vaseline **breaks through** on TikTok, thanks to "slugging"

Vaseline gained 1.5 percentage points of household penetration, raising it to 27.3% in the U.S.







**Brands must  
transform us and  
the world we live in**





# WHAT IS AN ASSEMBLAGE

- Like the master blender, combines rigor and precision to create a unique product
- Vision of the what the product is going to become
- Money only goes so far: select and assemble the ingredients
- Brands are dynamic assemblages of personal social and cultural attributes



**Brands must  
transform **me,**  
**my world** and  
**the world****





**ME**



A photograph of a city street at night, wet from rain. The street is illuminated by warm yellow streetlights, and the wet pavement reflects the lights. In the foreground, a person is walking away from the camera, holding a dark umbrella. The background shows buildings and more streetlights, creating a blurred, atmospheric scene. A semi-transparent white box is overlaid on the center of the image, containing the title text. A blue triangle is in the bottom-left corner of the white box.

# Anti Heroes, Villains and Saviors



# ANTI

# HEROES



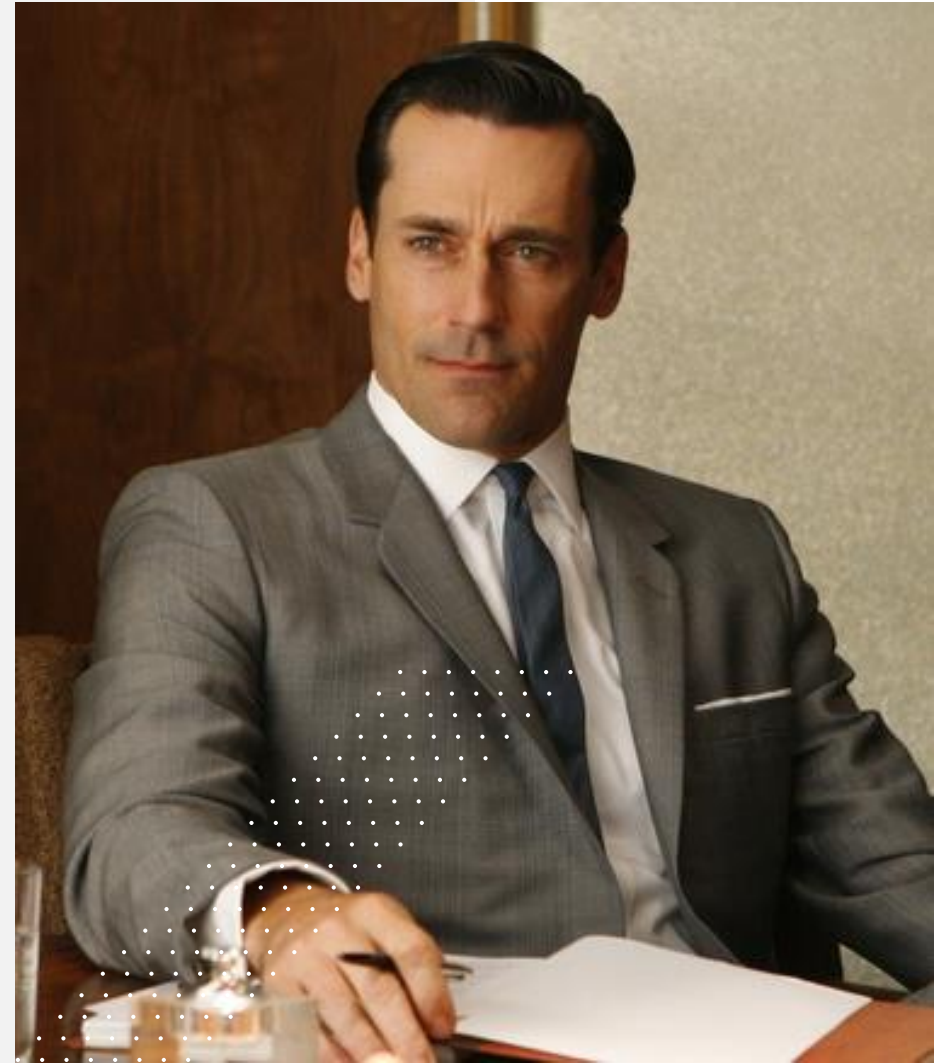
Lacks the quality of a hero: integrity, strength, idealism, courage.



We like anti heroes because they are flawed and morally complex



They have suffered from injustices or personal misfortunes





EQUINOX MADE ME DO IT.

EQUINOX  
**Equinox**  
**made me do it**



EQUINOX  
MADE ME  
DO IT.





# The Dove reverse selfie project



Retouching  
her face also  
crops her  
confidence.

This is a representation of how far retouching apps can distort beauty. Harmful and readily available, 80% of girls are already using them by the age of 13. It's no wonder their perception of beauty and their self-esteem are so distorted. Help reverse the damage. Download our new Social Media Confidence Kit.

[Dove.com/confidence](https://Dove.com/confidence)



Let's **Change** Beauty





**MY**

**WORLD**



A blurred photograph of people walking in a modern, brightly lit hallway with large windows and glass railings. The image is overlaid with a semi-transparent white rectangle containing the text.

# Perception is the truth





# Disney parks – forced perspective







**THE**

**WORLD**





# Citizens and Brands are activists of the world

Brands and advertisers are no longer the dominating force. Everybody now has the power to create content and brands.

Consumers are empowered to co-create brands with marketers through product development, content creation, and marketing



Levi's



**ONE CUP TO WASH IT ALL.\***

\*BRUSH YOUR TEETH WITH JUST A CUP OF WATER TO SAVE MORE THAN 4000 LITERS OF WATER EVERY YEAR.

TAKE A STEP IN THE RIGHT DIRECTION. VISIT [LEVI.COM](http://LEVI.COM) TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

Levi's



**IF IT AIN'T STINKIN', YOU AIN'T SAVIN'. WASH YOUR JEANS EVERY 2 WEEKS TO SAVE 14 YEARS OF DRINKING WATER FOR 60,000 PEOPLE.**

TAKE A STEP IN THE RIGHT DIRECTION. VISIT [LEVI.COM](http://LEVI.COM) TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

Levi's



**UNPLUGGED. UNWASTEFUL. TAKE ONE-SONG-LONG SHOWERS.**

TAKE A STEP IN THE RIGHT DIRECTION. VISIT [LEVI.COM](http://LEVI.COM) TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

Levi's



**SIZE MATTERS. JUST USE A SMALL STREAM OF WATER TO WASH DISHES.**

TAKE A STEP IN THE RIGHT DIRECTION. VISIT [LEVI.COM](http://LEVI.COM) TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

Levi's



**RAINY DAY IS NOW CAR WASH DAY.\***

\*A CAR WASH USES MORE THAN 400 LITERS OF WATER. WASH YOUR CAR IN THE RAIN INSTEAD.

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Levi's

**Levi's Water<less**



WATER<LESS™

**EVERY DROP COUNTS**



# Carrefour Black Supermarket



LE  
**MARCHE INTERDIT**

LES CONSOMMATEURS SONT PRIVÉS DE MILLIERS DE FRUITS ET LÉGUMES CAR LA LOI INTERDIT LA COMMERCIALISATION DE LEURS SEMENCES. CES VARIÉTÉS ISSUES DE SEMENCES PAYSANNES POURRAIENT NOUS APPORTER UNE ALIMENTATION RICHE EN NUTRIMENTS ET NOUS FAIRE DÉCOUVRIR ET NOUVEAUX GOÛTS. POURTANT, CES SEMENCES NE FIGURENT PAS AU CATALOGUE OFFICIEL QUI AUTORISE LEUR VENTE. ELLES NE CORRESPONDENT PAS AUX CRITÈRES DU DÉCRET N°81-605 DU 18 MAI 1981 QUI CONSTITUE UN FREIN À

**LA BIODIVERSITÉ**

ALORS QUE 90 % DES VARIÉTÉS CULTIVABLES ONT DÉJÀ DISPARU AU COURS DU XX<sup>e</sup> SIÈCLE. PARFOIS, IL EST BON DE VOULOIR

**CHANGER LA LOI.**

SURTOUT QUAND ELLE NE CORRESPOND PAS AUX ATTENTES DES CONSOMMATEURS.

L'OBJECTIF EST D'OFFRIR À TOUS UNE ALIMENTATION PLUS VARIÉE ET QUI RESPECTE LA LIBERTÉ DES AGRICULTEURS. POUR VOUS FAIRE DÉCOUVRIR CES FRUITS ET LÉGUMES DANS SES MAGASINS, CARREFOUR REJOINT LE COMBAT DES PRODUCTEURS EN CRÉANT AVEC EUX

**LE MARCHÉ INTERDIT.**

PETIT À PETIT, ENSEMBLE, ON PEUT TOUT CHANGER, CARREFOUR, MEILLEUR CHAQUE JOUR.



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**LE MARCHÉ INTERDIT.**

PETIT À PETIT, ENSEMBLE, ON PEUT TOUT CHANGER, CARREFOUR, MEILLEUR CHAQUE JOUR.

REJOIGNEZ LE MOUVEMENT



A modern office interior with large windows and people working at tables. The scene is bright and professional, with a focus on collaboration and productivity. The text is overlaid on a semi-transparent white box.

# **Ipsos Brand Success Model: Expectations, Context, Empathy**







# What do we mean by shaping Expectations?

What people feel and know about the brand and category

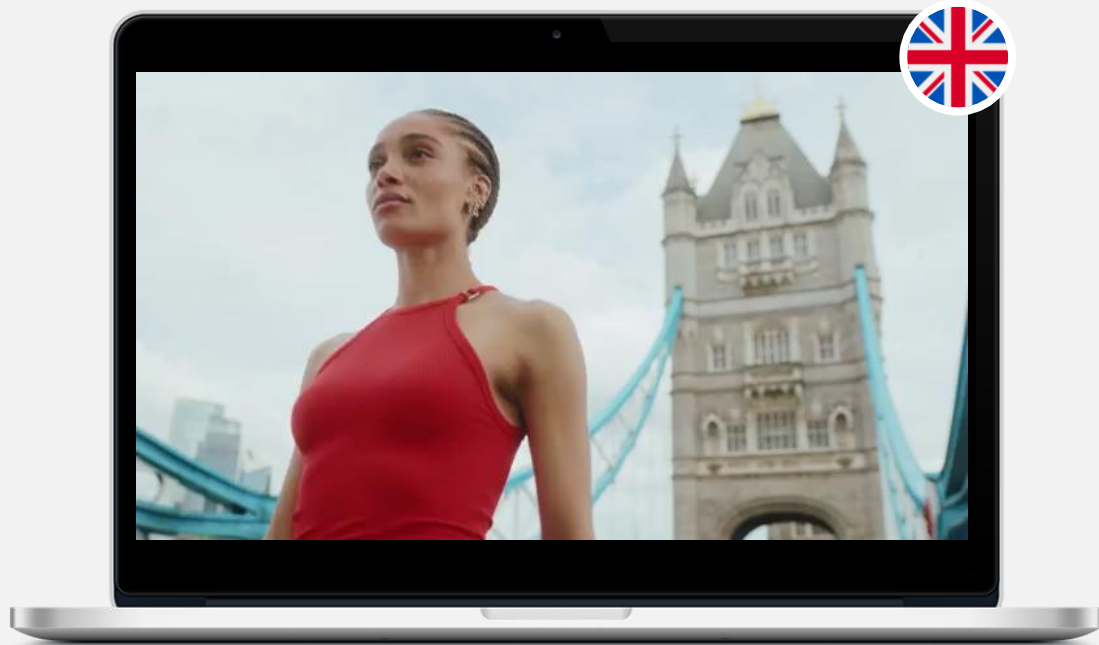
All of the expectations people have about brands including:



Based on the emerging science around the brain as a prediction machine

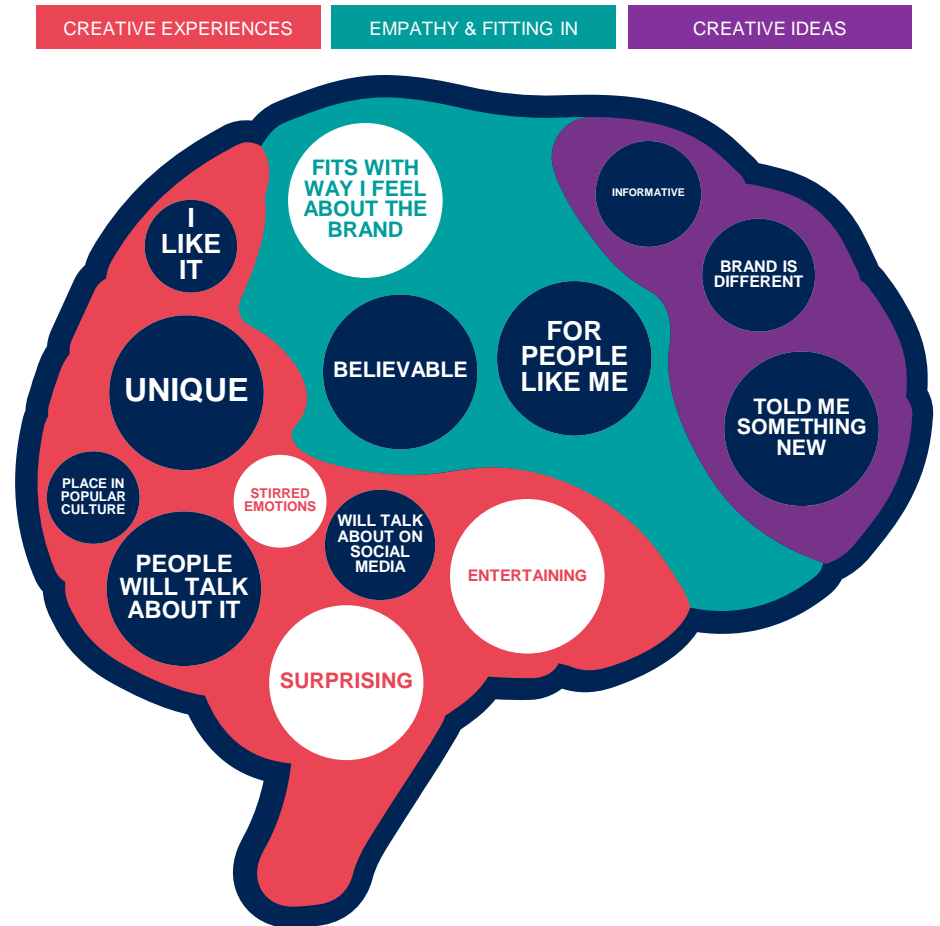


# RIMMEL “KIND & FREE”



↑ **+4.4%**  
**SALES IN 2021**

**The outspoken ambassador who demands a new deal in beauty** captures people’s expectations about CLEAN beauty, revealed in the Kind & Free product offer.





A young man with curly hair is smiling and looking slightly to the right. He is wearing a light-colored t-shirt. The background is a vibrant, futuristic digital space with glowing lines of light in shades of blue, purple, and orange, and vertical columns of binary code (0s and 1s) in a teal color.

**CONTEXT /**





# WHAT DO WE MEAN BY **CONTEXT?**

Is what's happening in people's lives,  
and the world around them

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## 2 Broad Types Of Context:



### Macro

Societal and cultural values,  
norms, and prevalent issues,  
topics, and themes



### Micro

The occasions in which people are choosing brands

- **Logistics:** where, when, with whom
- **Needs:** To satisfy which needs, to solve which problems



# HOW CULTURAL CONTEXT SHIFTS EXPECTATIONS

Understanding Changes Everything



**Insight** | While language can be a barrier to aspirations, it can also be a springboard to seize **new opportunities**.



**Idea** | With Babbel language learning app, Understanding changes everything



Diversity



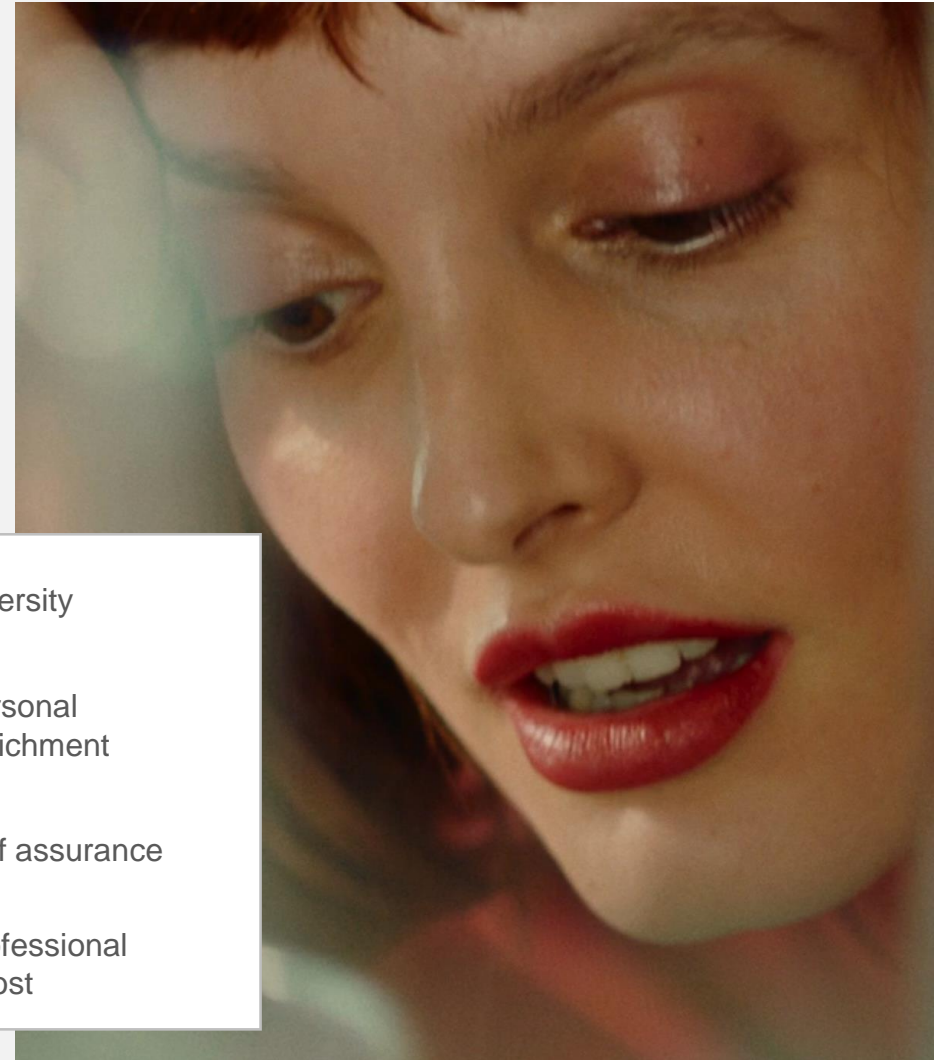
Personal enrichment



Self assurance



Professional Boost





**WE  
EMPOWER  
YOU**

**EMPATHY /**





# WHAT DO WE MEAN BY **EMPATHY?**

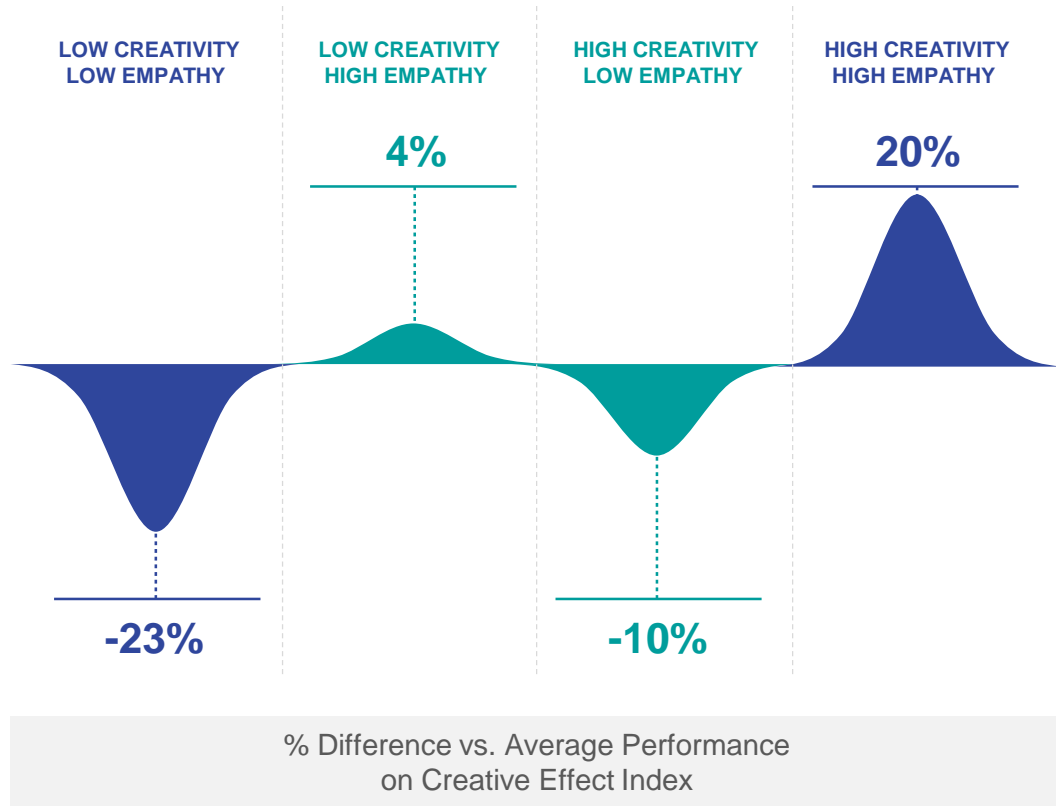
Is to understand what's important to people, and how brands can add to their lives

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- Empathy aims for a total understanding of people, their personal context, needs and expectations
- Brands need to be empathetic in order to shape expectations

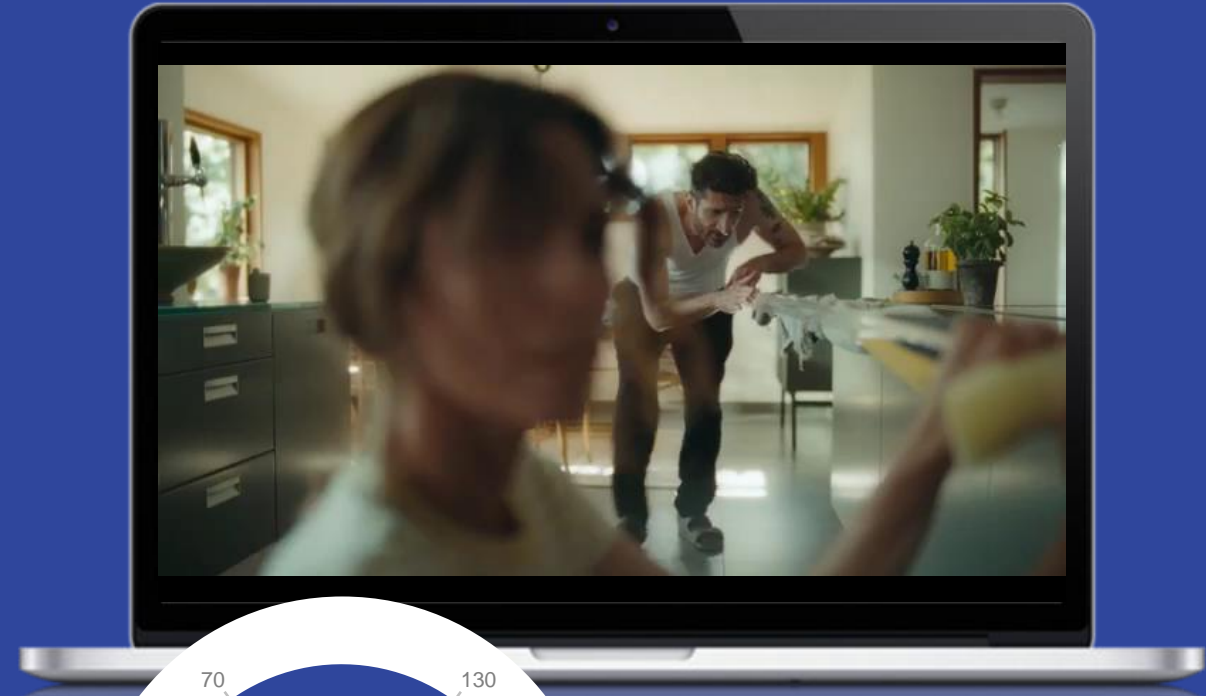


# EMPATHY IN ACTION



Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

**EMPATHETIC ADVERTISING  
INTERACTS WITH CREATIVE,  
ENTERTAINING EXPERIENCES TO  
DELIVER HIGH SALES LIFT**



Creative Effect Index (CEI) is validated to in-market short term sales lift in Market Mix Modelling (MMM)







# **Delivering Total understanding of Brand reputation.**

# Delivering total understanding of brand reputation.

1

## Data Inputs

### Media

Real-time feed of Online News, Social Media, Blogs, Digital Forums, TV, Print & Broadcast coverage

### Survey

Reputation Diagnostics and Weekly Tracking of company and competitors

### Regulatory Activity

Legislative activity, political newsletters, etc. surround key regulatory topics

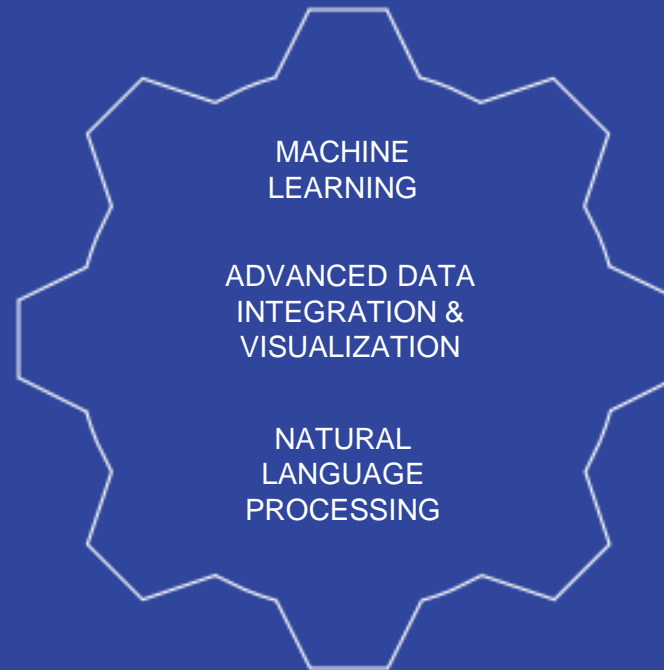
### Filterable by

- Key Opinion Formers
- Custom Time Frames
- Key Markets
- Key Competitors
- Key Topics / Issues

Proprietary  
Data

2

## Integration + AI



Proprietary  
Algorithm

3

## RISE in Action

Reputation Trajectory Contextualized

Custom Regulatory Risk Roll-Up

Comms & Media x Reputation  
Trajectory

KOF Views on Key Topics & Issues

Proprietary Actionable  
Insights





**Now it is  
your turn**



**Now it is**

# **YOUR TURN**

Senior advertising executives and creative directors do not have a monopoly on great marketing: junior employees are just as capable

99% of us did not go to the top 1% of schools

Now it is your turn to create, predict, measure and optimize transformative brands





*SCAN ME*

**EXPLORE**

**WITH ME**

**Emmanuel Probst**

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